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ABSTRACT

This collection of essays is intended to increase cultural awareness and provide new information about the nature of writing in a number of the discourse communities central to modern economic life. The book focuses on academe, journalism, industry, computers, finance, and law. Essays and their authors are: "Coming to Terms with Different Standards of Excellence for Written Communication" (K. R. Woolever); "A Case Study of One Adult Writing in Academic and Nonacademic Discourse Communities" (S. Doheny-Farina); "Process and Genre" (M. A. Eiler); "From the Garret to the Fishbowl: Thoughts on the Transition from Literary to Technical Writing" (W. E. Rivers); "Adaptation: Business Writing as Catalyst in a Liberal Arts Curriculum" (J. S. Lewis); "Rhetoric and the Discourse of Technology" (T. Enos); "Writers in Organizations and How They Learn the Image: Theory, Research, and Implications" (J. A. Lutz); "The Text and the Trade Association: A Story of Documents at Work" (E. M. Alford); "The File Cabinet Has a Sex Life: Insights of a Professional Writing Consultant" (L. C. Johns); "Writing in the Military: A Different Mission" (N. G. Wilds); "Storyboarding an Industrial Proposal: A Case Study of Teaching and Producing Writing" (M. Zimmerman and H. Marsh); "Written Communication: The Industrial Context" (J. C. Mathes); "The Discourse Communities and Group Writing Practices of Management Students" (J. Forman); "Don't Profess: Coach" (D. M. Murray); "A Writing Teacher in the Newsroom" (C. B. Matalene); "Teaching Writing to C.P.A.'s--Or Anyone Else for That Matter" (D. Dieterich); "Consulting with 'Discursive Regimes': Using Personality Theory to Analyze and Intervene in Business Communities" (G. H. Jensen); "How to Appear Reliable without Being Liable: C.P.A. Writing in Its Rhetorical Context" (A. S. Hendrickson); "Bridging the Gap: In Which the Author, an English Major, Recounts His Travels in the Land of the Techies" (E. Gold); "Writing for an On Line Age: The Influence of Electronic Text on Writing" (P. Rubens); "In the Law the Text Is King" (T. G. Phelps); "To English Professors: On What to Do with a Lawyer" (J. Warnock); and "Rhetoric and Bricolage: Theory and Its Limits in Legal and Other Sorts of Discourse" (J. C. Raymond). (MM)

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